



EKATERINA BOTCHKINA

Former MIT professor Steven A. Pinker delivers a talk on “Communicating Science and Technology in the 21st Century,” on Wednesday afternoon in 34-101. The talk, which was the first annual Nuclear Science and Engineering lecture on scientific communication, was attended by over 300 people.

Higher prices, new LaVerde’s Sandwich price changes not received well by some

By Leon Lin

Over the summer, LaVerde’s Market reset its shelves, switched up the grill’s sandwich menu, and installed a shiny new beverage section. But along with those changes, the convenience store has upped its prices.

The beverage section got its new f’real smoothie machines and Coca-Cola Freestyle drink machine in mid-August. The touchscreen self-service devices are “state-of-the-art,” said Caroline Trainor, spokesman for LaVerde’s. She said the store is moving into the 21st century: LaVerde’s now has a Twitter, and will be getting a Facebook page and a Foursquare account soon.

Among other changes, the \$5 footlongs have been replaced by the “Signature,” “Artisan,” and “Premium” series of sandwiches, in order of increasing price. The new premium “Cuban” and “Reactor” sandwiches are \$6.49 each, while the signature options are \$4.99.

Those who used to pay \$2.50 for any breakfast sandwich are now limited to \$2.50 for pre-made sandwiches from 7 to 9:30 a.m., a deal dubbed the “Sunrise Special.” After 9:30 a.m. or for any fresh sandwich, it is \$2.99 for a sandwich on a bagel and \$3.99 for a croissant.

“It’s just rude,” said Joy S. Ekuta ’13. “I think it’s rude to increase the prices over the summer.” But she says she doesn’t blame LaVerde’s exclusively, noting simi-

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Fresco’s closes after 21 years of service to community

Owners of diner at corner of Mass. Ave. and Vassar just want to say thank you to their patrons

By Bruno B.F. Faviero
STAFF REPORTER

Fresco’s Cafe and Grille, a restaurant on the northwest corner of Vassar and Mass. Ave., will be closing after 21 years of operation.

“The MIT community is great, but it’s time to take a break,” said Maria, who runs the restaurant with her husband Jim, both of whom preferred not to share their last name. “It’s all we’ve known,” said Maria. “Faculty, students — never one

complaint.”

The small restaurant is a special place to those who frequent it. One diner at Fresco’s, researcher Chathan “Chat” M. Cooke PhD ’70, has been a patron at the restaurant since it opened. “It’s such a treasure to have this in your neighborhood,” said Cooke. “I have visitors from different labs around the country ... and they’ve said this alone is reason to work at MIT.”

“We want the MIT community to know how thankful we are,” said Jim,

for whom thanking the community seemed a top priority. “I wish I could tell them ‘Thank you’ in capital letters.” The two were also thankful for the loyalty of regulars, such as MIT Financial Coordinator Stephen M. Downey, who was conversing with Jim and Maria on Thursday afternoon while waiting for his order.

“I’ve been going here for 13 years,” said Downey. “I love it.”

Fresco’s will operate normally though its last day — today. They close at 4 p.m., and the sign on the

door only subtly hints at their permanent closing: “Friday: 7–4, Saturday: Closed, Sunday: Closed.”

“It’s been business as usual,” said Maria, of the past week. Construction has obscured the small restaurant for the last several months, its neon signs hidden behind dust covers and scaffolding, but Maria said that patronage was “not at all” affected by the it.

She said that the break will be somewhat of a sabbatical — the two owners haven’t taken a vacation in 21 years — and they plan to come

back “in the future, definitely.” In the meantime, patrons haven’t thought about what might go in its place.

“I’m just trying to enjoy the last few days,” said Downey. Cooke added, “If you don’t know food, you say, ‘Oh, it’s just another place,’ but actually, the quality is really, really high, and the price is unbelievable. I can’t imagine what else they would put in here that would be better.”

After 21 years, Jim and Maria only have one heartfelt message to the MIT community: THANK YOU.

IN SHORT

Fred Fest V is tonight! Visit the EC courtyard between 7:30 p.m. to midnight for a free concert.

Watch 10 Things I hate About You free on Kresge Lawn tonight at 8 p.m., courtesy of the MIT Shakespeare Ensemble.

Tickets for the Fall Festival are available for presale now and will go on full sale on Sunday. Comedians Michael Ian Black and Hannibal Buress will come to MIT on Oct. 5. Tickets are \$10 for MIT students and \$20 for other college students.

Give blood! Today 1–6 p.m. is the last day to give blood, go to La Sala de Puerto Rico. You even get a free Red Sox t-shirt.

Send news information and tips to news@tech.mit.edu.



Number six? Not too shabby

MIT is tied with Stanford for the sixth place spot in the *U.S. News and World Report’s* 2013 national college rankings. Ranked ahead of the Institute stand Columbia tied for fourth with University of Chicago, Yale in third, and Princeton tied for first with Harvard.

MIT was fifth in the 2012 rankings, tied with Caltech, Stanford, UChicago, and the University of Pennsylvania. Most rankings fluctuate from year to year and are not necessarily a reflection of the college being worse or better than it was the year before. Harvard and Princeton were tied for No. 1 in 2012 as well, with Harvard holding at least part of No.1 title since 2011.

In addition, MIT beat out Harvard for the number one spot in the *QS World Rankings*, which ranks universities worldwide.

—Stan Gill

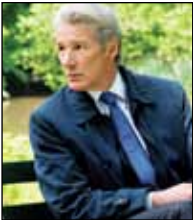
OBAMA ON THE BAILOUT

Obama’s stance on the bailout is a headscratcher.
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SMARTPHONE = DUMB?

How these devices degrade our culture.
OPINION, p. 4

THE US OPEN
Sizing up the latest Grand Slam.
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MONEY, MONEY, MONEY

Check out *Arbitrage*, a high-finance thriller from Nicholas Jarecki.
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THE NFL: WEEK 2

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OECD finds new signs of weakness in world economy

By Stephen Castle
THE NEW YORK TIMES

LONDON — More evidence of a weakening global economy emerged Thursday ahead of the Federal Reserve’s decision to take aggressive new steps to stimulate growth in the United States.

A report from the Organization for Economic Cooperation and Development pointed to a slowdown in the coming months in Italy, China, India, and Russia, with weak growth in France and Germany — the two biggest economies of the struggling eurozone.

The study focused on indicators that aim to anticipate turning points in economic activity. They show signs of slightly slower

growth in Japan and the U.S., while for Britain and Brazil, they point tentatively to a pickup in activity, albeit at a slow rate, the organization said.

A separate report from the OECD said business spending on research and development — one measure of economic strength — fell 4.5 percent in 2009 in the 34 countries that are members of the organization. Only France and South Korea went against expectations, increasing their spending.

Spending in Asian economies, including some like China and India, which are not members of the OECD, continued to increase. Year-on-year growth in research and development spending by Chinese businesses increased by

29.5 percent in 2010 and by 20.5 percent in South Korea and India.

That means that the crisis has accelerated China’s share in global research and development spending, which climbed from seven percent in 2004 to 10.5 percent in 2008 and jumped to 13 percent in 2009, the report said.

European stocks closed mostly lower ahead of the Fed’s announcement of a third round of bond buying to bolster the U.S. economy. The Euro Stoxx 50, a barometer of eurozone blue chips, lost 0.84 percent. The German DAX stock index dropped 0.45 percent, while the CAC 40 in France lost 1.18 percent. The FTSE 100 in Britain, however, ended up 0.65 percent.

Fed ties new aid to jobs recovery in forceful move Thursday

By Binyamin Appelbaum
THE NEW YORK TIMES

WASHINGTON — The Federal Reserve opened a new chapter Thursday in its efforts to stimulate the economy, saying that it intends to buy large quantities of mortgage bonds, and potentially other assets, until the job market improves substantially.

This is the first time that the Fed has tied the duration of an aid program to its economic objectives. And, in announcing the change, the central bank made clear that

its primary reason was not a deterioration in its economic outlook but a determination to respond more forcefully — in effect, an acknowledgment that its incremental approach until now had been flawed.

The concern about unemployment also reflects a significant shift in the priorities of the nation’s central bank, which has long focused on inflation.

Inflation is now running below the Fed’s 2 percent annual target. But with the unemployment rate above 8 percent, the Fed’s poli-

cymaking committee suggested Thursday that it might tolerate a period of somewhat higher inflation, promising to maintain stimulus efforts “for a considerable time after the economic recovery strengthens.”

“The weak job market should concern every American,” the Fed’s chairman, Ben S. Bernanke, said at a news conference.

The goal of the new policies, he added, “is to quicken the recovery, to help the economy begin to grow quickly enough to generate new jobs.”

Mexico announces capture of Gulf cartel leader

MEXICO CITY — In a major strike against one of the largest drug-trafficking organizations, the Mexican navy said Thursday that it had detained one of the most sought-after drug kingpins in Mexico and the United States, the top leader of the Gulf Cartel.

In an early morning news conference in Mexico City, the man, Jorge Eduardo Costilla Sanchez, who faces an array of charges in both countries, was marched before reporters by masked marine guards. A stocky man handcuffed in front and dressed in a checkered shirt and jeans and wearing a bulletproof vest, he looked sternly at the gathering, standing before a table covered with rifle parts, fancy jewelry, a couple of gold-plated handguns and other goods seized during his arrest Wednesday evening.

Jose Luis Vergara, a marine spokesman reading a statement, said Costilla, 41, known as El Coss, was detained without any resistance by about 30 marines around 6 p.m. in Tampico in northeastern Tamaulipas State. Several other people detained with him were also shown to reporters, some of them with facial cuts and bruises.

The arrest gives Mexican forces a notable victory in their battle against drug-trafficking leaders, days ahead of Mexican Independence Day celebrations, and presents another blow to the Gulf Cartel, one of the three principal groups feeding rampant violence in the country. Costilla has been wanted by the United States since 2002 on charges including drug trafficking, money laundering and threatening to assault and murder federal law enforcement agents, and his arrest sets up the possibility of an extradition.

—Randal C. Archibold, The New York Times

Chinese ships enter waters controlled by Japan

TOKYO — Six Chinese maritime patrol vessels entered waters claimed by Japan around a group of disputed islands on Friday, the first Chinese government ships to enter the area since the Japanese government announced that it had bought the islands this week.

Japan’s coast guard said one of its patrol ships tried to warn off the Chinese vessels. The Japanese Foreign Ministry summoned the Chinese ambassador in Tokyo to protest.

The coast guard identified two of the Chinese vessels as the Haijian 51 and Haijian 66, unarmed ships used for law enforcement in Chinese waters. The Chinese government had announced that it was sending the vessels to protest Japan’s purchase on Tuesday of three islands in the uninhabited chain, which is called the Senkaku by Japan and Diaoyu by China.

The islands, in the East China Sea between Okinawa and China, are controlled by Japan but also claimed by China and Taiwan.

The coast guard said the two ships entered Japanese-controlled waters near one of the islands early Friday morning, and left two hours later. The other four ships are still in the area, it said.

—Martin Fackler, The New York Times

Sophomores: Kick-start your career! UPOP

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Tuesday	Sept 18	5:30 PM	1-190
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Detroit: Obama's economic blueprint for America

The president's decision to run on a failed corporate bailout is a head-scratcher

By Keith Yost
STAFF COLUMNIST

During his speech before the Democratic National Convention last week, Barack Obama offered a gem to rival his pledge from his 2008 campaign “moment when the rise of the oceans began to slow and the planet began to heal.” In his words: “We re-invented a dying auto industry that’s back on top of the world.”

His statement must come as news to investors, who have watched General Motors's stock price fall steadily since its return to public trading in late 2010. It must come as a surprise to Ford, an American car manufacturer who received no government bailout and now has to compete against an Italian Chrysler that did. And it comes as shock to political observers such as myself, who never would have thought the president would run as pro-bailout, let alone lead off this strategy by taking ownership of a bailout that failed.

I've written before about the inappropriateness of "bailout" as a term to describe the government's loans to the banking industry. A bailout implies a net transfer of funds from public to private hands — but the relief program was not about covering the losses of insolvent businesses, it was about loaning money to illiquid financial institutions, made illiquid by a global financial crisis. In theory, the government should actually

come out ahead on such interventions, and in practice this has been the case, with Troubled Asset Relief Program making its money back plus interest.

But in the case of automakers, bailout is the appropriate term. Neither GM nor Chrysler were merely illiquid; they were insolvent, bankrupt, made so primarily by their ruinous labor agreement with the United Auto Workers union. There was never any realistic hope of taxpayer's money being returned — even after the government forced tens of billions of dollars of losses on bondholders (the rightful owners of GM and Chrysler's assets), and even after the administration waived tens of billions of dollars of tax obligations, the bailout proper is still set to lose tens of billions of dollars. It's a failure of cosmic proportions.

There was never any realistic hope of taxpayer's money being returned.

The claim made at the time by promoters of the bailout was that the loss of taxpayer money was a necessary evil to save the jobs of U.S. factory workers. Even then, this was a shaky defense. If GM and Chrysler went through bankruptcy proceedings,

their factories were unlikely to sit idle. Creditors, interested in getting their money back, would quickly reopen the plants or sell them to someone who would. Today, with the benefit of hindsight, we can see that the perils of bankruptcy proceedings are moot. With the UAW's ridiculous contracts still in place, the company's inept management virtually untouched, and the "re-invention" of GM consisting solely of the Chevy Volt — a car that Reuters estimates loses the company almost \$50,000 per unit sold — it is clear that the massive infusion of taxpayer and bondholder money into GM has only delayed the inevitable. Bankruptcy will come, and the time bought has been of little benefit to the American worker; GM has added only 4,500 jobs since the bailout.

The true reason behind Obama's massive political favoritism toward these corporations is easy to guess. Normal bankruptcy proceedings would have ended the UAW's parasitic hold on its host companies. As the midterm elections approached, and with the very real possibility that Democratic losses would mean the end of the president's push for healthcare reform, Obama decided that he needed the votes of union members more than the nation needed its tax dollars. So he gave the union a way to retain its status quo, in return for its money and manpower. He even sweetened the

deal by handing the UAW a 20 percent ownership of the resurrected GM. And why not? If you're going to commit a robbery, there's no point in leaving money in the register.

If you're going to commit a robbery, there's no point in leaving money in the register.

As the presidential campaign enters the post-summer stretch, there's no doubt that the UAW will once again pledge their fealty to the man who gave them everything, returning their ill-gotten money back to Obama in the form of campaign contributions, and manning his operation with their members. It's a matter of survival for them — in two years' time, when GM is drowning and the midterms are near, they'll need a man in the Oval Office who will pour another bucket of other taxpayers' dollars into their trough. What Obama must hope for is that voters don't realize it is a matter of survival for them as well; in the words of Alexis de Tocqueville, "The American Republic will endure until the day Congress discovers that it can bribe the public with the public's money."

Obama adds Jerusalem's status back to platform

Democrats made right choice in keeping Jerusalem important in the 2012 election

Jerusalem, from Page 4

cities for pilgrimages and worship has been limited. For example, from 313-637 C.E., Jews were prohibited from entering Jerusalem, and even today access to Mecca and Medina is strictly prohibited to non-Muslims. With Jerusalem under Israeli control, all religions will have access to their holy sites in the city.

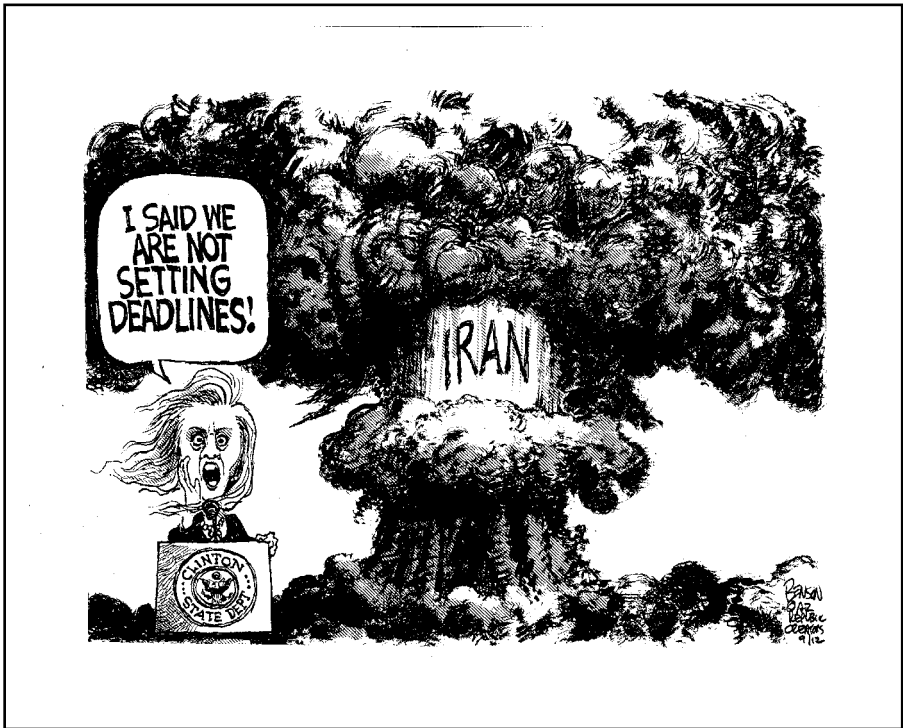
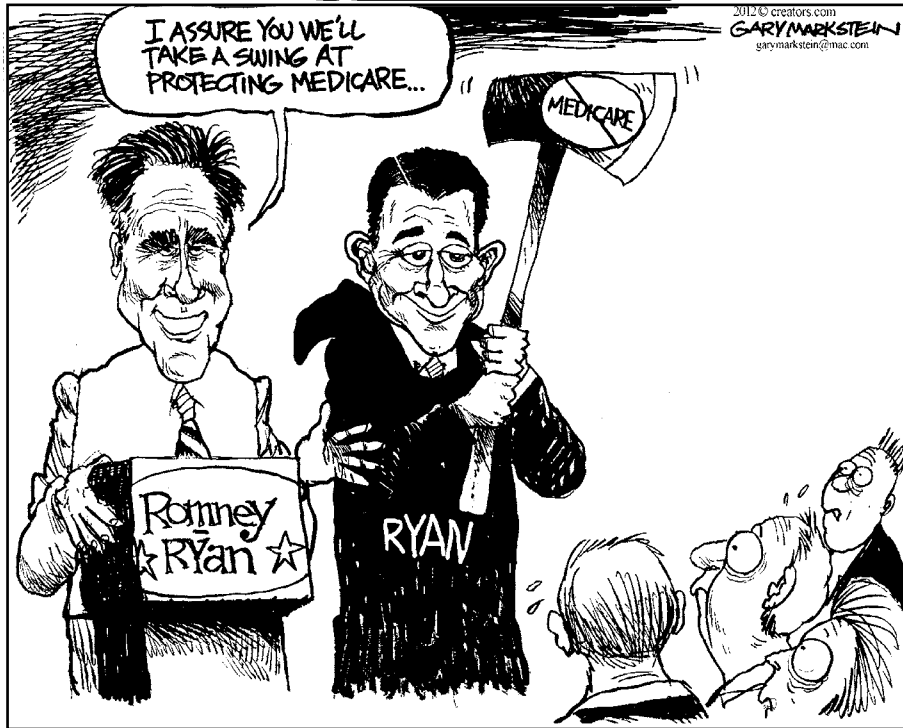
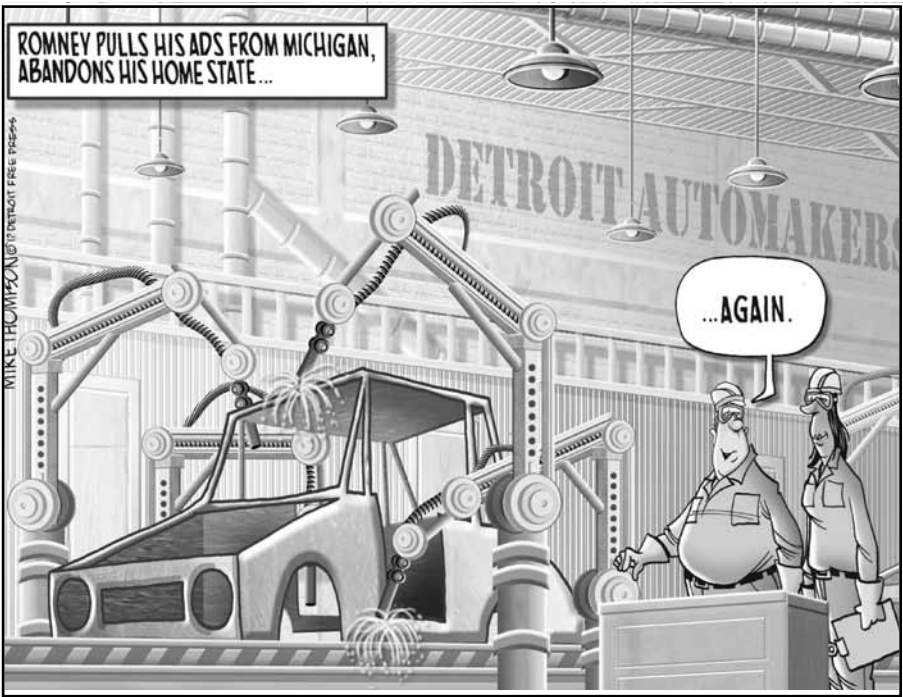
It is also important, however, that Jeru-

saalem not become a partisan issue in the upcoming presidential election because this will detract attention from more serious foreign policy issues like Iran's nuclear program. Instead, American politicians should be concerting their efforts to prevent Iran from developing nuclear capabilities, which would have dire consequences for the United States, Israel, and the entire Western world. Unfortunately, Jerusalem has already begun



to turn into a partisan issue, with Republican

It is important that Jerusalem not become a partisan issue in the upcoming presidential election.

presidential candidate Mitt Romney asserting that Obama has “thrown Israel under the bus” for not standing by Israel and unequivocally declaring Jerusalem as Israel’s capital. By officially declaring that “Jerusalem is and will remain the capital of Israel” in the Democrats’ 2012 platform, Obama has hopefully side-stepped a potentially very dangerous and distracting partisan debate on the heels of the upcoming election.




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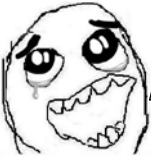


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LaVerde's boosts convenience

New self-service machines alongside higher prices

LaVerdes, from Page 1

lar increases at the other vendors in the Student Center. Ekuta, who used to buy breakfast sandwiches at the grill, says she is boycotting the LaVerde's Market Café. She did purchase a chocolate bar from the store, however.

Sean Buhrmester is not boycotting the sandwiches just yet, but he does say that "I think I did shop here a lot more often prior to the price increase."

Despite the new prices, during lunch hour the sandwiches still draw lines long enough to deter those who happen to come at the wrong time. Customers are also willing to wait even while no one at the counter is available to take

their order.

"I've never gotten a sandwich and not liked it," says Brian Xiao '15, who ordered a grilled chicken sandwich yesterday. When the prices changed, "I guess I started looking around other places in the Student Center, but I still come here pretty often."

Francisco X. Peña '15 also comes to the café about three times a week. He admits that the price changes did not cause him to change his buying habits. Peña and Buhrmester agree that it's the convenience that brings them back.

"We understand students have a lot going on, so we wanted to make things quick," Trainor said, motioning towards the self-service

beverage station. "Going to CVS or Star Market is difficult," she said.

Despite the inconvenience that going to Shaw's presents, it's no secret that Shaw's does have a better selection at a lower price. "We will never be the same as Shaw's," Trainor said, wary of price comparisons with the competitor further down Mass. Ave. She explained that the convenience store does not have enough storage to buy products cost-effectively in bulk the way Shaw's does.

"We haven't taken a lot of increases in the last three years," she said, defending the price increases. "The market has changed and we have changed with it."

Was the Bible written by Engineers? Find out now!

From Adam to Noah—The Numbers Game

Why the Genealogy Puzzles of Genesis 5 and 11 Are in the Bible

Lamech's birth to Adam's death:

1×56 years

Lamech's birth to Enoch's disappearance:

2×56 + 1 years

Lamech's birth to Seth's death:

3×56 years

Lamech's death to Kenan's death:

416 years

Lamech's birth to Mahalalel's death:

416 years

Enosh's death to the birth of Noah's sons:

416 years

Lamech's birth to Enosh's death:

1×84 years

Jared's death to Noah's death:

2×84 + 416 years

Enoch's birth to Lamech's birth:

3×84 years

Genesis 5 says that Adam lived for 930 years. His son Seth lived for 912 years. The Noah's ark story tells us he saved life on earth from a world-wide Flood. You couldn't believe the stories. You couldn't understand the Bible. Now you can.


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MIT-CHINA

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1 Amherst Street, E40-4th floor

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An MIT graduate student peruses an art piece in the Wiesner Building Wednesday evening during a special reception held in conjunction with the annual Student Loan Art Program Exhibition. The program allows students to borrow framed artwork from a collection of about 500 pieces.

CHRISTINA M. CURLETTE



Students inspect herbs on sale at the MIT Endicott House Plant Sale in front of W20 on Thursday.

AKIMITSU HOGGE—THE TECH

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14013	06141	82933	57107	14821	59516
05839	70626	06151	21320	25852	10191
26360	13182	41790	66198	02141	11908
14052	11204	21012	17146	02948	20714
81130	20383	18121	42085	97658	25884



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NSA is coming to MIT
Friday, September 21



OUT OF THIS WORLD Burning Man

Black Rock City: alive for one week a year

By Janet Li

What is Burning Man?

Burning Man is a weeklong art festival of sorts, held annually in the middle of nowhere: Nevada's Black Rock Desert. This year the event ran from Aug. 27 to Sept. 3 and was attended by more than 50,000 people. The festival revolved around the art theme "Fertility 2.0."

Burning Man differs substantially from typical festivals in that all of the art and entertainment — every-

thing that makes up the experience — are built and brought by the attendees. The only canvas laid out by the Burning Man organization is basic infrastructure for the temporary Black Rock City, created and torn down every year for the event.

There is no currency in Black Rock, so all exchanges between people occur through gifts. People live in various states of organization, from personal tents to theme camps to villages of camps. A camp can be centered around any structure, ranging from a bar to a maze, lounge, hammock fort, playground, gallery, spa, or huge sound stage where DJs play. Camps host events throughout the week encompassing a mind-boggling array of activities and interests.

Touring the desert are also mutant vehicles, which are masterfully transformed creations on wheels that emulate anything from a massive pirate ship to an anglerfish to a pumpkin carriage.

The playa, the dusty desert where Black Rock City stands, can be a harsh environment. Part of the Burning Man experience is working, alone or together, to survive the elements: the heat, the cold, the dust.

Everything in Black Rock is temporary. Burners must make sure to take away with them everything they brought, including all waste that they generate. Black Rock City is torn down every year, leaving behind no trace of the tens of thousands of people who lived in its inimitable culture of freedom and beauty for one week.

The desert is empty until the same time next year, when life sprouts again.

In the meantime, the principles of Burning Man continue to be pursued year-round in the work done by its organization and its regional branch-off events. Burning Man can only exist because of the spirit and actions of all the people around the world who make this extraordinary event what it is.

Learn more about this unique event at <http://www.burningman.com>.

Readjusting to the Default World

Black Rock City's motto is "welcome home." No matter where you come from, what you believe — you are safe there. You are free to be the you you've always been. No one will judge you for anything. It is a magical place. A place of freedom, of acceptance. Of embracing all the vast differences that make up our motley humanity.

You jump in head first, and maybe it's a little shocking in the beginning. You want to clean your body of the playa dust that clings to you like glitter, but that means getting naked with a hundred other people in broad daylight. You are approached by bespectacled strangers wanting to listen to your heart beat. You climb blindly on contraptions built by people you don't know to gaze over the screwball horizon. You peek your head into random domes, say hi and exchange life stories with young kids and veterans three times your age.

There are naked and topless bicycle marathons. There is a day when everyone, whether they are a ballerina or not, dons a tutu. There are glitzy impromptu bands who play every type of music imaginable from the roofs of art cars. There are localized pockets of people from all places — South Africa, Boston, the French Quarter.

There are trampolines, swings, hammocks, playgrounds. There is music, live or DJed, playing at all times of day and night. There are workshops on art, yoga, macroeconomics, contact improv, unicycling, orgasms, and mathematics. There are people of every gender and every sexuality. Girls kiss girls who kiss boys who kiss boys. Nobody gives a damn. This is a place to explore yourself to the very core. To learn from others. To experiment. To figure out who you are, what you love, what you believe in.

And the only reason you can do all these things is because you are surrounded by 50,000 people who are all doing the same thing. People who embrace you with open arms, who catch you when you fall, who listen to your story eagerly and dish out advice that you can choose to take or not to take. These are the most open, honest, kindest people you'll ever meet. And, mirroring their inner splendor, they are dressed in the most imaginative ways possible. Decked out in their own unique creations, minimalist by day and glowing at night, everyone is a beauty to behold. I can't tell you how many times I cried just realizing all of the beauty that existed in Black Rock City. Swathes and swathes of inner and outer beauty that you'd be hard pressed to find anywhere else.

Coming back to the real or, as Burners say, default world, took more willpower than I could have imagined. I don't want to be here, where everything is so clean, where there is no playa dust to cake my hair, irritate my eyes and nose, slowly burn down my hands and feet. Where water is readily accessible from any sink. Where toilets flush. Where everyone is clothed and drab. Where I can breathe without using a dust mask. Where I have to wear shoes. Where I can't just approach any stranger and immediately immerse myself in meaningful conversation. Where the horizon is not flat, glowing with a million rainbow LEDs, covered in creations that are built simply for their beauty and are wonderful to behold. Where cars are bare and naked, not crazy creatures who slither across the desert, breathe fire, and blast dubstep.

Why is it not possible to have Black Rock City year-round? Why must we revert back to this dreary, everyday black-and-white default world?

Maybe we don't have to, not completely. Sure, we live here, but that doesn't mean we have to forget all of the principles that keep Burning Man alive and Black Rock City running. Radical self reliance: take care of yourself, never count on someone else to fix your own problems for you. Leave no trace: clean up after yourself. Stop treating the earth like your own personal landfill.

Participation, inclusion, communal effort, civic responsibility: contribute to your community. Do things that are worthwhile and positive and increase the happiness around you. Talk to and learn from complete strangers. Everyone knows something. Everyone has some pearl of wisdom buried underneath their chitchat and gelled hair, just waiting to be discovered.

Gifting and decommmodification: be kind to your fellow man. Try it for a bit, going off the grid, being unplugged, removing yourself from the brands and corporations and institutions that clog up our news streams, our billboards, our TVs and radios and computers. Lead conversations with ideas, not names.

Recall the beautiful simplicity in human contact, in the face to face.

Self expression and immediacy: live in the present. Be active. Express yourself to your heart's desire, without harming others. Don't be afraid to challenge what you don't believe in.

If we remember even a fraction of these things, we can do it. We can keep Burning Man alive year round, not on the playa, but in our hearts. Until next year, then.



How was your Burning Man 2012 experience?

Burning Man 2012 taught me how to become mayor of the world.
— Yan Zhu '12

Black Rock City is a great destination to alt-ctrl-del yourself and de-fragment.
— Amir Hirsch '06, M.Eng. '07

Friday is always a great day to be glittered.
— Chris Varenhorst '09, M.Eng. '11

deafening apocalyptic flaming party barges still searing my eyes from a distance with laser arrays
we pushed on into the darkness, sighing the hard truths
— Bryan Haddon '06

Burning Man was overwhelming in the amount of art, music, alternative culture, care, unconditional love, openness, and variations of types of people all coming together to celebrate each other and our collective awesomeness.
— Samantha R. Cohen '11

I felt so proud and gratified to have contributed so much to the comfortable and beautiful hang-out space that was the Kaleidoscope dome.
— Amelia M. Arbiser '11

Burning Man is like the MIT of parties: it's like drinking from a firehose that's covered in LEDs that shoots flaming alkali dust while playing techno, except with way more nudity.
— Jim Griffin '12

Starting from the top right going clockwise:

Whiteouts, caused by high winds whirling dust through the air, were common this year due to the lack of precipitation the previous winter.

Inside the wooden structure of the Man.

Burners relax under the waning sun.

A view out onto the desert from the inside of the Pier.

Jason Scott '10 and Beth Turner '10 enjoy their time on the playa.

Burning Man participants walk and bike to and fro as the sun sets over the playa.

Chris Varenhorst '09, M.Eng. '11, sits by the embers of the Circle of Regional Effigies (CORE), a ring of 34 wooden effigies around the Man, each built by a different regional Burning Man group and burned simultaneously on Thursday.

The road from the Man to the temple on the horizon.

These photos are laid out in the shape of Black Rock City, which starts in the 2 o'clock position and spans to 10 o'clock. Do you have any Burning Man experiences that you would like to share? Contact Janet Li at jlil12@mit.edu.

LAYOUT BY ANNIA PAN

Design will cost users, but thrills Apple’s partners

Lightning port renders old accessories obsolete, design tweaks being made down to end

By **Brian X. Chen**
THE NEW YORK TIMES

The iPhone 5 has plenty of new features to keep Apple fans happy. But there is one feature Apple unveiled on Wednesday that is likely to annoy many: a new connector on the phone’s base.

The Lightning port, as Apple calls it, is smaller and shaped differently from the old one, instantly rendering obsolete the millions of spare charging cords, docks and iPhone-ready clock radios that its customers have accumulated over the years.

While irritating to some, the Lightning connector could be a boon to the hundreds of companies that sell accessories for iPhones and iPads.

“Apple is testing the patience of its fans,” said Tero Kuittinen, an independent analyst and a vice president of Alekstra, a company that helps customers manage cellphone costs. “A lot of Apple fans have a lot of different accessories and use the old systems, so this is going to be a fairly expensive shift for a lot of them.” Makers of iPhone accessories, meanwhile, are likely to be ecstatic, he said.

Apple, which is selling Lightning

cables and \$29 adapters that will connect the new phones to many but not all older accessories, is, of course, poised to profit from the design change as well. Apple executives said the smaller connector allowed it to make the phone thinner and use space inside the device more efficiently.

Accessories for Apple products are already a vast and lucrative business. In the last year, iPad, iPod and iPhone add-ons, including speakers, cases and power chargers, generated \$2 billion in sales in the United States alone, according to the NPD Group, a research firm.

To stay on top of the market and avoid building products that will soon be out of date, accessory makers have to watch Apple as attentively as any technology journalist or analyst.

Apple, which is known for its culture of secrecy, generally keeps accessory makers in the dark before it unveils its new hardware. The companies rely instead on leaks from Apple’s manufacturing partners in Asia, or on rumors about the devices that surface on Apple-focused blogs. On the day of an Apple hardware announcement, they watch reports of the event and wait for data

sheets to come from Apple with details on the devices before they crank up manufacturing in China.

Griffin Technology, a company in Nashville, Tenn., that makes Apple accessories, said that moments after Apple introduced the iPhone 5, its employees were making final design tweaks in its prototyping shop, where 3-D printers turn out mock-ups of future products. Many Griffin employees had already traveled to China from the U.S. to be there when the iPhone 5 was introduced.

“Kind of like everyone else, we’re at the same starting line in the race to the peg,” said Mark Rowan, Griffin’s president.

Similarly, employees of InCase, a maker of iPhone cases based in San Francisco, crowded into a conference room to watch online reports of Apple’s presentation, said Dave Gotta, the chief executive. Employees in China were waiting at factories for final design specifications so they could get started making cases.

Occasionally a rare few in the business get a peek at an Apple prototype, according to Jeremy Horwitz, editor in chief of iLounge, a website that reviews Apple accessories. Much as some software developers

get to use a new Apple product in advance so they can have software ready to show off on Apple’s stage, he said, some accessory makers have had access to Apple devices before their unveiling. Horwitz said these devices are typically locked down to prevent theft or leaks.

Some companies take unsanctioned routes to get ahead of the game. Hard Candy Cases, a case maker, sent iPhone 5 cases to journalists before Apple even introduced the phone. Tim Hickman, chief executive of the company, said manufacturers in Shenzhen, China, where his cases are made, send around design information for unreleased iPhones to attract case makers like himself.

“The factories have gone from, ‘Shhh, hey, buddy, look at what I have for you,’ to making it part of their presentation,” he said.

Hickman said he did not buy information from leakers in Asia. Instead, he said, he made a deal with a factory that had told him it could make cases for the iPhone 5 and asked him to send designs that it would then modify to fit the new phone. He said his iPhone 5 cases for sale to customers would arrive in the U.S. in about three days.

iHome, a New York company that is one of the biggest makers of iPhone clock radios and other Apple audio accessories, tries to plan for Apple’s announcements but does not assume anything is fact until the company unveils its new hardware, said Ezra S. Ashkenazi, its chief executive. He called the Lightning change “a unique circumstance” because it was the first time Apple had changed the connector since it was introduced.

There are already plenty of iPhone clock radios made by iHome and other companies in hotel rooms around the world. Kathy Duffy, director of public relations for the Marriott hotels in New York, said that if many patrons seemed to be getting the iPhone 5, the company would probably stock up on adapters or buy new accessories. “We’d have to evaluate it and see what the demand is,” she said.



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Solution to Sudoku

from page 15

1	7	6	4	8	9	2	5	3
3	5	2	7	6	1	8	4	9
4	9	8	5	3	2	1	6	7
2	3	5	8	7	6	9	1	4
8	4	7	9	1	3	5	2	6
9	6	1	2	4	5	3	7	8
5	1	3	6	9	4	7	8	2
6	8	9	1	2	7	4	3	5
7	2	4	3	5	8	6	9	1

Solution to Techdoku

from page 15

4	3	5	1	6	2
2	1	3	5	4	6
6	5	1	3	2	4
1	6	2	4	3	5
3	2	4	6	5	1
5	4	6	2	1	3

Solution to Crossword

from page 14

D	R	U	M	S	T	C	B	Y	M	A	C	S		
A	U	R	I	C	A	L	O	E	A	L	O	T		
D	E	N	S	E	P	I	S	A	R	U	D	Y		
C	N	N	A	N	C	H	O	R	M	A	N			
A	S	S	T	E	S	T	P	O	S	S	E			
L	I	K	E	S	O	S	P	E	W					
O	M	E	N	C	A	P	T	O	R	S				
F	B	I	S	P	E	C	I	A	L	A	G	E	N	T
T	A	N	O	N	E	E	Y	E	I	N	C	A		
		L	I	E	D		C	O	N	S	U	L		
A	L	L	I	N		A	S	A	P	E	E	L		
B	O	U	N	T	Y	H	U	N	T	E	R			
D	O	T	E		M	I	R	O		N	A	M	E	S
U	S	E	R		C	L	A	W		U	R	I	A	H
L	E	S	S		A	L	L	Y		P	E	T	T	Y



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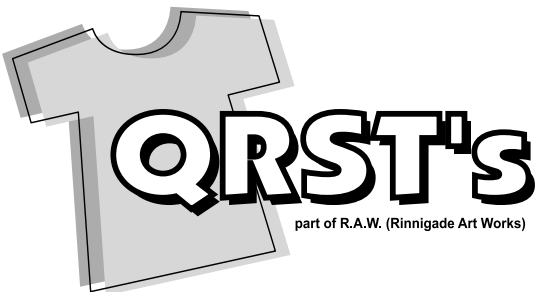
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Hurricane scaling

A better way to categorize storms?

By Eric Berger
HOUSTON CHRONICLE

The destruction wrought by Hurricane Isaac — with its 11-foot surge, seven dead, power knocked out in half of Louisiana and nearly \$2 billion in damage - has renewed debate among forecasters about how best to warn people of coming storms.

Isaac, after all, was only a Category 1 hurricane, right?

And there lies the problem. First, there's the inadequacy of the Saffir-Simpson Scale, which ranks hurricanes on the strength of their winds from Category 1 to 5. It often fails to capture the destructive surge, as Galveston experienced during Hurricane Ike four years ago to the day on Thursday, or the inland flooding potential of a storm.

Secondly, people misuse the scale because they believe the weakest hurricanes are manageable from a risk perspective and don't cause much damage.

"By stating that any hurricane is manageable, you underplay the potential for loss," said Bill Read, the recently retired director of the National Hurricane Center. "Since this myth has been perpetuated even by us professionals, the misuse of the Saffir-Simpson Scale is now engrained in our culture."

So what's the point of using the ubiquitous scale?

Many forecasters and emergency managers agree that it's because at its most fundamental level a warning scale needs to be simple.

For thunderstorms, there's just a watch, and a warning. The same goes for tornadoes, with watches and warnings, and the Enhanced Fujita scale ranks the twister from 0 to 5 after the fact. Earthquakes go from 2.0 to 10.0 on the Richter Scale.

And in an age when people are

bombarded with advertising and warning messages all day long, and they are getting their news from Facebook, Twitter, emails, text messages and short conversations with friends and neighbors, there needs to be simple messaging on hurricanes, says Tim Heller, chief meteorologist with ABC-13 TV in Houston.

"The public wants to know if it's going to be a bad hurricane in 140 characters or less," Heller said. "Like it or not, people want a very simple answer to a complicated question: Is this a bad hurricane?"

That viewpoint is backed up by research done by political scientist Bob Stein at Rice University, who has surveyed Houston residents after hurricanes Rita and Ike to determine their attitudes toward storm preparation and evacuations.

Generally, people will not prepare for the specific threat posed by a hurricane but for the magnitude of the risk. In other words, they react to how dangerous a storm is overall, not to its specific surge, wind, power loss or inland flooding threat.

"What we're seeing is some evidence, when you give people a generic notion of risk, they're much more compliant and it makes the task of making a community more prepared easier," Stein said.

He has advised Houston Mayor Annise Parker and Harris County Judge Ed Emmett to make their messages generic, to essentially say there's a dangerous storm approaching, rather than to prepare for specific risks.

After Hurricane Ike — a Category 2 storm that nonetheless produced a devastating storm surge and damage more characteristic of a Category 4 hurricane — the National Hurricane Center removed storm surge from the Saffir-Simpson scale. It's now based on wind speed alone.

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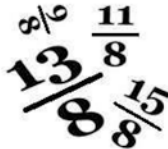
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Beginner's Nights @7:30: 10/3 Sala, 10/10 Lobdell

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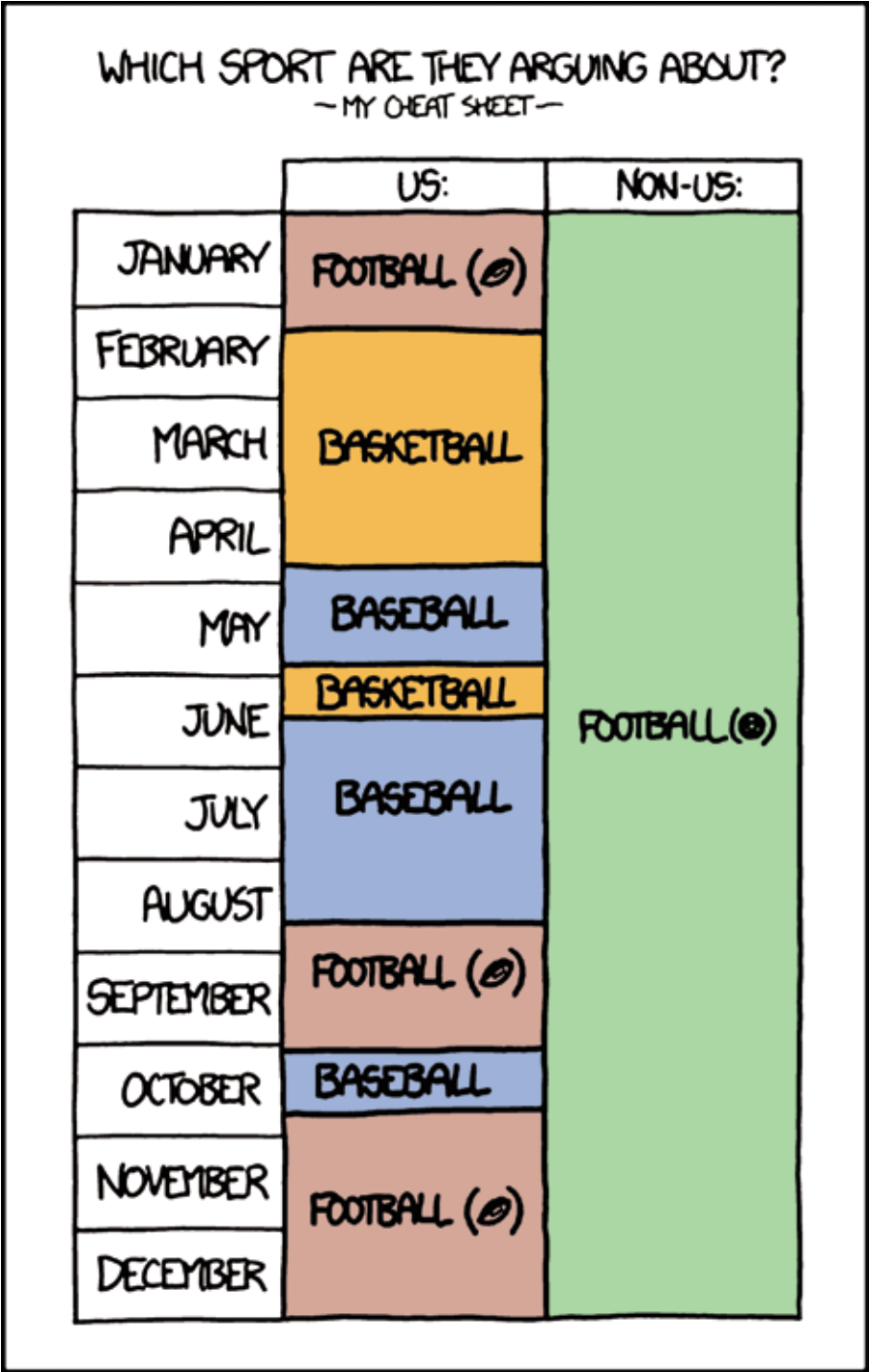
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[1107] Sports Cheat Sheet



Sudoku

Solution, page 11

	7							
3		2			1			9
		8	5				6	7
				7	6	9	1	
8		7				5		6
	6	1	2	4				
5	1				4	7		
6			1			4		5
							9	

Instructions: Fill in the grid so that each column, row, and 3 by 3 grid contains exactly one of each of the digits 1 through 9.

Techdoku

Solution, page 11

12x		12+			8+
2		60x			
30x			24x		
16+					5x
14+			3÷	5÷	
	10+				3

Instructions: Fill in the grid so that each column and row contains exactly one of each of the numbers 1–6. Follow the mathematical operations for each box.



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Evan Tencer '15
MIT Birthright, Summer 2012

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